## CONTRACT



KTVI 2250 Ball Drive St. Louis, MO 63146 (314)213-2222

And:

Ruth Burke & Associates 4050 Pennsylvania Ave. Suite 103 Kansas City, MO 64111

|                         | Contract / Revision    |         |  | Alt Order # |                  |
|-------------------------|------------------------|---------|--|-------------|------------------|
|                         | 581178                 | 1       |  |             |                  |
| Product                 |                        |         |  |             |                  |
|                         |                        |         |  |             |                  |
| Contract Dates          | Estimate #             |         |  |             |                  |
| 10/22/12 - 10/28/12     |                        |         |  |             |                  |
| Advertiser              |                        |         | Ori  | ginal Date  | / Revision       |
| Montee/D/Mo/Lt. Governo | or                     |         | 1  | 0/04/12     | / 10/04/12       |
|                         | Billing Cycle          | Billing | lling Calendar<br>roadcast<br>ccount Executive<br>ickie Reeves |             | Cash/Trade       |
|                         | EOM/EOC                | Broado  |  |             | Cash             |
|                         | Station                | Accour  |  |             | Sales Office     |
|                         | KTVI                   | Mickie  |  |             | St. Louis - KTVI |
|                         | Special Hand           | ling    |  |             |                  |
|                         |                        |         |  |             |                  |
|                         | Demographic Adults 35+ |         |  |             |                  |
|                         |                        |         |  |             |                  |
|                         |                        |         |  |             | Total Ratings    |
|                         |                        |         |  |             | 50.80            |
|                         | IDB#                   | Advert  | iser   | Code        | Product Code     |
|                         |                        |         |  |             |                  |
|                         | Agency Ref             |         |  | Advertiser  | Ref              |
|                         |                        |         |  |             |                  |

|  |  | Spots/        |                | 10   | lais        |
|--|--|---------------|----------------|------|-------------|
| *Line Ch Start Date End Date Description   | Start/End Time Days                                    | Length Week F | Rate Rtn TypeS | pots | Amount      |
| N 5 2 10/22/12 10/26/12 Fox 2 News at 7 am  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 MTWTF 2 | 7-730a<br><u>Rate</u> <u>Rating</u><br>\$825.00 5.00   | :30           | NM             | 2    | \$1,650.00  |
| N 6 2 10/22/12 10/28/12 Fox 2 News at 7 am  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 MTWTF 1 | 730-8a<br><u>Rate</u> <u>Rating</u><br>\$825.00 4.50   | :30           | NM             | 1    | \$825.00    |
| N 7 2 10/22/12 10/28/12 M-F 6a-7a  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 MTWTF 1          | 630a-7a<br><u>Rate</u> <u>Rating</u><br>\$975.00 4.50  | :30           | NM             | 1    | \$975.00    |
| N 10 2 10/22/12 10/28/12 M-F 5p-530p  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 MTWTF 2       | 5p-530p<br><u>Rate</u> <u>Rating</u><br>\$975.00 4.50  | :30           | NM             | 2    | \$1,950.00  |
| N 12 2 10/22/12 10/28/12 M-F 9p-10p  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 -TF 2          | 9-930p<br><u>Rate</u> <u>Rating</u><br>\$1,350.00 5.70 | :30           | MM             | 2    | \$2,700.00  |
| D 13 2 11/05/12 11/05/12 M-F 5p-530p   | 5p-530p  | :30           | NM             | 0    | \$0.00      |
| D 14 2 11/05/12 11/05/12 M-F 9p-10p  | 9-930p   | :30           | NM             | 0    | \$0.00      |
| N 15 2 10/22/12 10/28/12 9p News Delayed  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 M-WT 2    | 10p-1a<br><u>Rate</u> <u>Rating</u><br>\$1,350.00 5.70 | :30           | NM             | 2    | \$2,700.00  |
|  |  | Totals        | 50.80          | 10   | \$10,800.00 |

| Time Period        | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|------------|
| 10/01/12 -10/26/12 | 10         | \$10,800.00  | \$9,180.00 |
| Totals             | 10         | \$10,800.00  | \$9,180.00 |

| Signature: | Date: |  |
|------------|-------|--|
|            |       |  |